DOCUMENT RESUME

ED 409 900 IR 056 417

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| AUTHOR | Jennerich, Elaine Z.; Jennerich, Edward J. |
| TITLE | The Reference Interview as a Creative Art. Second Edition. |
| REPORT NO | ISBN-1-56308-466-X |
| PUB DATE | 97 |
| NOTE | 128p. |
| AVAILABLE FROM | Libraries Unlimited, Inc., P.O. Box 6633, Englewood, CO 80155-6633; telephone: 1-800-237-6124; world wide web: www.lu.com ($26.50). |
| PUB TYPE | Books (010) -- Guides - Non-Classroom (055) |
| EDRS PRICE | Document Not Available from EDRS. |
| DESCRIPTORS | Access to Information; *Creative Thinking; Higher Education; Information Seeking; Information Sources; Library Personnel; Library Services; *Reference Services; *User Needs (Information); *User Satisfaction (Information); Users (Information) |
| IDENTIFIERS | Historical Background; *Reference Interviews; Role of Technology |

ABSTRACT

Customer service is a vital part of library service. The reference interview remains a key element in assisting library patrons with information needs. This book shows librarians how to combine creativity with professional expertise in reference interviews, to provide quality customer service and satisfy patrons. The book is divided into 11 sections and uses the metaphor of the reference interview as a performing art: (1) Setting the Stage; (2) The Actor's Tools; (3) Teaching the Role; (4) Casting; (5) On Stage; (6) Backdrops and Props; (7) Rehearsals; (8) One-Person Shows; (9) Special Performances; (10) The Critics and Reviews; and (11) Finale. It examines the historical background of the research interview, the effects of technology, how to serve special populations, evaluation techniques, various types of interviews, problem patrons, and other issues. Intended for librarians, library school students, library staff working directly with patrons, and library science educators, the book emphasizes training and development and provides interview skills tests, rating sheets, checklists, and a bibliography of training materials and resources for further study. (Contains 293 references.) (SWC)

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